SIXTH SECTION
EIGHTEEN PAGES

The Sun.

BUSINESS
SUPPLEMENT

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The GREAT TEXTILE INTERESTS.

POTENT FACTOR in AMERICAS INDUSTRIAL PROGRESS

Manufacturers Profits Small —More Than 1200 Mills

WOOL PECULIARLY OUR INDUSTRY

Not Even Steel Is so Characteristically American a Trade.

HOLD OUR OWN IN IT

Although There Is Foreign Competition and Competition at Home.

BUSINESS NEAREST US

No Other Comes So Close to All the People All of the Time.

POINTS OF OUR EXCELLING

This Country Clothes Itself in Its Own Product—The Tariff and How It Has Worked.

How many men who drop in at their tailors, for a look at the newest suitings or stop at the department store window to see how far $25 will go toward a suit of ready made clothes ever think of the vast scope and extent of the textile industry? They have little notion of the millions of dollars invested in machinery, built into factories and sent to the ends of the earth in order that purchasers may have a choice of the newest weaves at a reasonable cost. They hardly stop to think of the scores of thousands of employees and the multitude of looms that are engaged in the manufacture of textiles in the United States.

The industry is ranked second in the world, steel being put first, and its products come closer—theoretically and actually—to the people than any other. The average man is said to spend more than a tenth of his income for his clothing. His wife and children need their share. The great American textile industry ministers to these needs.

Woollen goods figures large in the textile world. In the year 1910 America produced 321,362,750 pounds of wool and the total output of our woollen factories four years ago, when latest obtainable figures were taken, had an output of $500,000,000. The Tariff Board estimated that the woollen factories of this country employed 55,284 persons and spent $98,078,908 a year, while the worsted mills expended in wages alone $47,151,871. The board made a distinction between worsted and woollen. Estimates of the capital invested in worsted mills place it at $205,057,923 and the value of the output is placed at $312,624,663. The estimate for the woollen manufactories gives a capitalization of $120,317,076 and the value of their products at $107,118,858. This does not include the knitted goods industry, which takes in underwear, socks, sweaters and similar articles of wearing apparel.

HOW WE CLOTHE OURSELVES.

It has taken years of effort on the part of skilful men to bring the textile industry in America to its present efficiency. It is not so very long since men were wearing homespuns which their wives and mothers made for them. Now machinery does a greater part of the work.

It is estimated that ninety-five out of every hundred of the American people who wear woollen clothing are clad in fabrics from American mills. This short sentence sums up one of the most significant phases of American industrial activity.

Fifty years ago more than one-half of the American people were clad in woollen fabrics imported from abroad. Our population is nearly three times as large as it was in 1861, but the American wool manufacture has advanced far more swiftly than has the population. The total output of our woollen factories, which was $73,000,000 in 1860, reached nearly $500,000,000 in 1909 if carpets, hosiery, knit goods, &c., are included.

There are 1,200 woollen mills of all kinds in the United States. The United States is far and away the greatest wool consuming country in the world. Its per capita consumption, which was 5.18 pounds in 1901, was 6.67 pounds in 1909. In 1910 the total production of American wool, practically all of it fine enough to use for clothing purposes, was 321,362,750 pounds and the imports of foreign wool were 263,000,000 pounds, of which 120,000,000 pounds were of the coarse class 3 wools designed for carpet making and rug making. Of the 464,000,000 pounds of fine wools retained for consumption in 1910 70 per cent. was American wools grown by American farmers and ranchmen.

OUR OWN WOOL OUR MAIN RELIANCE.

American wool manufacturers draw on all the markets of the world for their necessary raw materials. The protective duty on raw wools of the first class is 11 cents and on wools of the second class 12 cents a pound. These are relatively high rates, but they are not prohibitive. They do not prevent our mills from securing whatever foreign wools they need for the blends essential to the making of certain fabrics. But the main reliance of American wool manufacturers is and always has been the sound, strong American grown wool. The chief sources of American wools are now the new and progressive Rocky Mountain States, Wyoming and Montana running a close race for supremacy.

American manufacturers hold their mastery of the great American market in the face of keen, incessant competition. Imports of wool manufactures in the year 1910 on the low foreign valuation were $21,000,000, probably displacing in this country about $35,000,000 worth of American goods. These imported fabrics were bought and used chiefly by the wealthy class and generally only because they are "imported," and therefore the tariff on woollen goods, as everybody in the trade knows, is in practical effect a tax on articles of voluntary use and luxury.

Not even the very wealthy class need look to Europe for its woollen goods unless it prefers to do so in order to secure fabrics of peculiar type, a certain special "exclusive" character. The high quality and wide range of American woollen fabrics of to-day are frankly recognized the world over; so frankly that the most conspicuous importer of English cloths in New York city has lately said:

"There are no more expert manufacturers anywhere than the best of those in this country. They are wonderfully quick to catch ideas, to modify, alter, improve and to meet quickly the ever changing demands of fashion and fancy. They produce as great a variety of woollen cloths as can be found in the whole of Europe together.

"The fine and medium grades of the woollen cloths made here are generally better than those of equal quality to be obtained in any other country. American colors are as a rule better, clearer and more lasting than those of similar foreign made fabrics. The designing talent in America is quite equal to any in Europe."

GOVERNMENT TESTIMONY TO OUR WOOL INDUSTRY'S WORTH.

This eulogy of the efficiency and conscientiousness of American wool manufacturing is borne out by the exact statistical investigations of the Federal Government. The Bureau of the Census, in its preliminary report of the decennial census of 1910, notes a very great decline in the use of shoddy and cotton, the chief substitutes for new wool in the manufacture of woollen and worsted fabrics in America. The quantity of wool consumed in condition purchased in these woollen and worsted mills—not including carpet, felt, hosiery, knit goods and similar establishments—increased from 330,000,000 pounds in 1889 to 474,000,000 pounds in 1909, or 44 per cent.; reckoned on a scoured wool basis the increase was 50 per cent. This marks a prodigious expansion in the industry as a whole and makes all the more significant the fact disclosed by the census inquiry that the quantity of raw cotton consumed in these woollen and worsted mills decreased from 40,245,000 pounds to 20,055,000 pounds, or 50 per cent., while the amount of cotton yarn purchased increased only from 35,000,000 pounds to 39,000,000 pounds, or about 11 per cent., leaving as a net result "a decided decrease in the amount of cotton used as a material by wool manufacturers."

Moreover, the figures also show a marked decrease in the use of shoddy. The quantity purchased decreased 35 per cent. The amount manufactured in woollen mills for use therein fell off 10 per cent. In 1899 the total amount of

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BUYING FALL FABRICS.

Serges Will Predominate and a Shortage Is Expected by Some.

Initial business for fall in the dress goods market is all but over, and buyers have left the market to attend to the sending out of their salesmen, to finish their current business and to prepare for fall, says the *Textile Manufacturers' Journal*. Garment makers have been obliged to close their shops during the holidays, and naturally this has had a tendency to lessen the demand for spot goods.

The question of deliveries is still a very prominent one, and there does not seem to be much relief in sight. Trading does not appear to be affected to any marked extent by the continued advance of prices and the bad condition of deliveries. There seems to be little probability that this trouble will be ended until the disorganized condition among the mills is adjusted, and it probably will be practically the close of the season before a well balanced state of affairs prevails.

No real spring weather has arrived to stay for an appreciable time, and although the Easter season was an impetus to the retailer, there are a large number who will not buy their spring and summer clothes until they feel reasonably sure that spring has come to stay. With steady warm weather the retailer will quickly clear his shelves and cry for more goods. Spot demand would be much better if weather conditions were settled.

In many respects the trend for fall is fairly well defined, and buyers have their minds well made up on certain fabrics that are going to be good for the coming fall season. Perhaps it is not safe to state at the present writing exactly what is going to be the dominant style of fabric for fall in fancy suitings, as the looked for demand has not really crystallized as yet. But in staple and semi-staple fabrics the trend is fairly well settled. Serges, of course, are considered the predominant fabric, and from present appearances there is going to be an extreme shortage of these goods, especially in the medium priced lines. Many feared the whipcord was losing its popularity, but there has developed a demand, augmented by the orders from the salesmen who are out, which clearly indicates that they are going to be in excellent condition for fall.

A shortage has developed on these goods, especially in two tone effects, and mills are doing all in their power to send out their sample pieces for fall. In many cases agents will not take any more orders on them, declaring that they have accepted all they possibly can in face of existing conditions.

The condition of the cloaking section is very satisfactory. It is a well known fact that the call for cloakings for the fall season began early this season, owing, perhaps, to the craze on chinchillas. They are the ruling factor, and have so influenced the market that cloakings are practically all rough and shaggy. Some beautiful effects have been bought, and when duplicating sets it would not be surprising if chinchillas were neglected somewhat for the other rough fabrics. On the other hand, it is argued by many that the chinchilla will be reordered heavily. This has already been the case, and certain houses are advancing their chinchillas 5 and 7 cents a yard, while still others have withdrawn their lines entirely, having booked all the business they can handle. The cloaking business is in splendid shape and is the saving factor in the dress goods market for fall. The looked for activity in suitings is expected to materialize at any moment, and when it has been decided as to what fabrics are to be taken for fall, orders should be received in good quantities. The price situation from any viewpoint is an abnormal one and one that causes a good deal of speculation in the market. Nearly every agent has been forced to add something to the price of his goods, and there has been a wide difference in the advances. The buyer is not unwilling to pay the increase if he thinks that it is perfectly justifiable, and in the majority of cases it is justifiable; but there is a little feeling by some that the advances in some cases are too radical. It is not to be judged from this that the discontent is widespread, because it is not; in truth, what little discontent is evident is not spoken of very freely.

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4,000 sheep taken to road in search of pasture during a period of drought. During a dry period sheepmen are compelled to search for pasture and take their flocks to the road, where they often travel for days and weeks finding places that will afford some food.